

# SUHAIL ABBAS

## Sales & Marketing Supervisor

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### Professional Summary

Dynamic sales and marketing professional with 14+ years of experience in the GCC market. Proven expertise in B2B/B2C sales, team leadership, marketing campaigns, and business development. Strong background in automotive and lubricant sectors with hands-on experience in logistics, procurement, CRM tools, and event management. Adept at building long-term client relationships and increasing brand visibility.

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### Core Competencies:

- B2B & B2C Sales
  - Client Relationship Management
  - Procurement & Inventory Control
  - Event & Exhibition Planning
  - Marketing Campaigns & Promotions
  - Export & Logistics Coordination
  - CRM & ERP Systems (Dynamics AX, Oracle, Orion)
  - Negotiation & Contract Management
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### Professional Experience

#### Sales and Marketing Supervisor

*Top Performance – Al Emadi Enterprises, Doha, Qatar* **Sept 2018 – April 2025**

- Managed wholesale & retail sales across automotive products, including Lucas Oil.
- Handled complete sales cycle: inquiry, quotation, order processing, delivery, invoicing for B2B.
- Monitor the terms and conditions for warranty claims on electric products such as automotive fans and batteries.
- Developed marketing strategies and organized events/exhibitions (e.g., Shail Katara Show, Custom Show, AutoMadness, etc.)
- Supervised customer accounts, pricing, inventory promotions, and consignment contracts.
- Coordinated with logistics teams (DHL, Q-Post, and GWC) and maintained supplier relations.
- Maintained customer data and transactions in Microsoft Dynamics AX.
- Led procurement for spare parts and workshop machinery, optimizing cost and availability.
- Trained sales and workshop staff to improve product knowledge and customer handling.
- Managed official websites and online sales channels.

#### Export Sales Coordinator

*Sharjah National Lube Oil Co. LLC, Sharjah, UAE* **April 2012 – March 2018**

- Handled orders and exports for Japanese brands (Toyota, Honda, Nissan, Yamaha, Lexus, and Idemitsu) as well as local brands (SHARLU, Falcon, Century, and Star Lube).
- Coordinated logistics for deliveries to Al-Futtaim workshops throughout the UAE.

- Managed base oil trading and logistics for Total, Shell, and Mobil.
- Oversaw export documentation (LCs, B/L, DOs, PIs, Packing Lists) and customer service.
- Managed the internal ordering process for mass production.
- Utilized Oracle and Orion systems for processing and tracking orders.
- Collected cash from export customers.
- Handled pricing, customer communication, and cash collections.

### **Floor Supervisor – HSBC Project**

*Coupola Tele Services (HSBC BANK), Dubai, UAE*

**Oct 2011 – Mar 2012**

- Supervised inbound/outbound telesales team, monitored calls, and resolved escalations.
- Ensured team performance and maintained customer service standards.
- Recorded accurate and efficient records in the customer database
- Kept agents aware of inbound calls, calls waiting, and calls on hold

### **Customer Service Agent**

*Amaal Commercial Brokers – Belhasa Group, Sharjah, UAE*

**Nov 2010 – Sep 2011**

- Provided support for FGB and Mashreq Bank credit card customers.
- Handled service inquiries
- Obtain client information by answering telephone calls, interviewing clients, and verifying data
- Check eligibility by comparing client information to requirements
- Established policies by entering client data and informing clients by explaining procedures and answering queries

## **Achievements**

### Lucas Oil Brand Development

Built the Lucas Oil sales division from scratch, achieving notable growth and market reach. Targeting the right audience, positioning the brand effectively, and developing a strategic marketing approach.

## **Academic Qualification**

- Diploma in Business Administration (Marketing)  
**Institute of Technical & Professional Education – Islamabad, Pakistan**
- A-Level & O-Level (Science)  
**Al Ain Juniors School – Al Ain, UAE**

### **Computer Proficiency**

- Microsoft Dynamics AX 2012
- Oracle
- Orion 10.6
- Microsoft Office (Word, Excel, PowerPoint, Outlook)

### **Language Proficiency**

English (Fluent)  
Arabic (Intermediate)  
Urdu (Fluent)

### **Visa Status & Driving Licenses**

- Valid Work Visa Transferable with NOC
- Qatar Driving License